

**FOR IMMEDIATE RELEASE**



# **2016 Miss SAKE USA**

## **The 2016 Miss SAKE USA Pageant is coming to New York!**

*The Japanese Sake Pageant makes its debut in the US on March 3<sup>rd</sup>, 2016*

**New York, NY (February, 2016)** – The Miss SAKE Association in Japan will partner with Xeez USA Corporation to host the inaugural “2016 Miss SAKE USA” pageant in Manhattan, New York on March 3<sup>rd</sup>, 2016. The winner of this pageant will go to Kyoto, Japan to represent the US as a guest at the Miss SAKE finals on March 10<sup>th</sup>, 2016.

### **About Miss SAKE USA**

Miss SAKE USA is a beauty pageant established to select a Sake ambassador responsible for the representation and promotion of Japanese Sake in the US. The pageant originated in Japan as the Miss SAKE Pageant and was organized by the Miss SAKE Association, an organization established to promote the beauty and culture of Japanese Sake around the world. 2016 will be the inaugural year to hold this pageant outside of Japan to further its international activities.

### **2016 Miss SAKE USA Event Details**

Date: Thursday, March 3<sup>rd</sup>, 2016

Time: 6:30pm – 9:30pm

Venue: [Up & Down NYC](#)

Address: 244 West 14th Street, New York, NY 10011

Tel (Venue) : +1 212.242.4411

Tickets (\$20)

### **THE TEAM**

- Executive Producer: Yuki James
- Producer: Spencer Tyler
- Creative Director: Masahiko Yamanaka (Transformation Initiative Inc.)
- Counsel: Nobuaki Aiba (Miss SAKE Association)
- Presented By: Miss SAKE Association
- Co-Hosted By: WAZA, Transformation Initiative Inc.

**Supported by**

- Consulate General of Japan in New York
- Japan National Tourism Organization; JNTO LA
- Japan National Tourism Organization; JNTO NY
- Japan External Trade Organization; JETRO NY
- The Japan Foundation, New York

**Sponsored by**

- NNNY Skin Care
- SAKEMAN & KURAMOTO US
- ITO EN (North America) INC.
- Kinokuniya USA
- THE WINERY / JADO SUSHI
- ZIPANGU NY

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